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Filing date: **09/28/2020**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

| | |
|---------------------------|--|
| Proceeding | 92025859 |
| Party | Defendant General Cigar Co., Inc. |
| Correspondence Address | ANDREW DEUTSCH DLA PIPER LLP US 2000 AVENUE OF THE STARS SUITE 400 LOS ANGELES, DE 90067 UNITED STATES Primary Email: Andrew.Deutsch@dlapiper.com Secondary Email(s): David.Huff@dlapiper.com, mkrinsky@rbskl.com, joshua.schwartzman@us.dlapiper.com, john.nading@us.dlapiper.com 212.335.4880 |
| Submission | Testimony For Defendant |
| Filer's Name | Andrew L. Deutsch |
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| Signature | /Andrew L. Deutsch/ |
| Date | 09/28/2020 |
| Attachments | Hacker - FILED VERSION.pdf(1146816 bytes) |

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

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| EMPRESA CUBANA DEL TABACO, d.b.a. | : | |
| CUBATABACO, | : | |
| | : | |
| Petitioner, | : | |
| | : | Cancellation No. 92025859 |
| v. | : | |
| | : | |
| GENERAL CIGAR CO., INC., | : | |
| | : | |
| Respondent. | : | |
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DECLARATION OF RICHARD CARLETON HACKER

RICHARD CARLETON HACKER declares under penalty of perjury under the laws of the United States of America that the following is true and correct:

1. I am an internationally published and recognized book author and magazine writer specializing in cigars, spirits, and related lifestyle topics, including restaurants, destination resorts, and pairing various cigars with whiskies, ports, and cognacs. My qualifications are set forth at Annex A. I have personal knowledge of the facts set forth below, and if called upon to testify, I could, and would, do so competently.

2. I have been retained by DLA Piper US LLP, a law firm representing Respondent General Cigar Co., Inc., to act as an expert witness in this proceeding. I have been asked to provide an expert opinion with regard to United States consumer attitudes towards the General Cigar Cohiba cigar and the Cuban Cohiba cigar. In particular, I have been asked to give my experience, opinions and conclusions as to:

- a. The nature of the U.S. consumer market for premium cigars;
- b. The information available and known to potential consumers of premium cigars prior to making a purchasing decision;
- c. The information that such consumers have indicating that the General Cigar Cohiba is a cigar made outside of Cuba by a U.S. company, using tobacco grown outside of Cuba, and is the only Cohiba cigar available for purchase in the U.S., that the Cohiba cigar made in Cuba is a different cigar made by a Cuban state tobacco monopoly, and which may not be legally purchased anywhere in the U.S.;

- d. My extensive discussions and communications with U.S. premium cigar consumers, which indicates that there is no confusion among such consumers as to the origin of the General Cigar Cohiba cigar;
- e. My conclusions as to whether U.S. premium cigar consumers are likely to be confused as to the source or origin of the General Cigar Cohiba cigar or to believe that there is a relationship or affiliation between the maker of the General Cigar Cohiba and the maker of the Cuban Cohiba cigar.

3. I am currently being compensated for my expert services at the rate of \$500 per hour for time spent consulting with counsel for General Cigar, preparing this declaration and testifying under cross-examination if required. My travel expenses are also being covered.

4. I have previously prepared a report, setting forth my opinions and the facts on which I rely, dated May 31, 2017, which I understand was submitted to Petitioner Cubatabaco in this action. I gave testimony in a discovery deposition to counsel for both parties on June 15, 2017. It is my understanding that the Trademark Trial and Appeal Board has ruled that I may not supplement the facts or opinions I have provided in my report and discovery deposition. Accordingly, any statement in this Declaration regarding a time frame or setting forth my opinions and the facts on which I rely, when voiced in the present tense, should be read as speaking as of June 15, 2017.

5. I became a full-time writer in 1989. Previously, I worked in advertising and public relations. After attending Arizona State University, I began as a copywriter for Jennings & Thompson Advertising in Phoenix, Arizona. I then moved to Los Angeles, California to accept a position as an account executive and Director of Broadcasting for Wenger-Michaels Advertising,

then joined Shareholders, a mutual fund management company in Century City, California as Vice President, Marketing.

6. I started my own advertising and public relations agency in the 1970s, where one of my clients was Tinder Box International, Ltd. (“TBI”), the largest retail tobacco chain in the United States at that time, with 148 stores, many of them franchised. TBI sold an extensive variety of cigars to consumers. My work for TBI, which occurred over a continuous period of ten years, involved handling all of their publicity activities, including writing consumer-oriented booklets on pipes and cigars, conducting courses for their franchisee tobacconist training classes, and assisting with development of TBI’s own products (pipe designs and cigar blends).

7. Among other matters, during my work for TBI, I learned about the many cigar brands that were available to U.S. smokers, about “parallel brands” of U.S. and Cuban cigars, and about the U.S. embargo, in place since the early 1960s, that prohibited the sale of Cuban cigars in the U.S. I discuss these elements in greater detail below.

8. In the course of my work for TBI, I also met many of the Cuban expatriates who had specialized in cigar production in Cuba. They fled the country when the Castro regime nationalized the Cuban tobacco industry and began work on growing cigar tobacco and producing cigars in other countries . From them, I learned about the construction of cigars, the historical role of Cuba in the development of cigars, the use of Cuban seed tobaccos (that is, tobacco varieties originated in Cuba but which, after the Cuban Revolution, began being grown in other countries) in non-Cuban cigars, and other facts relating to the production of cigars that are sold in the U.S.

9. I began writing on cigars for a mass-market audience in 1989, when my article “Up in Smoke,” discussing the evolution of the cigar market, was published in Playboy Magazine. I continued to write about cigars and spirits for Playboy for many years, and also have hundreds of

articles on cigars published in consumer magazines. A list of the magazines I have written for is attached as Annex B.

10. I was one of three Contributing Editors of Robb Report until 2019. Robb Report is America's leading luxury lifestyle magazine. I continue to write for Robb Report on the subject of premium cigars and whiskies. I have regularly written Robb Report on the subjects of cigars and cigar smoking since 1995. In addition, I personally select and write about every cigar included in Robb Report's annual Best of Best cigar category winners in each year's June issue. I also select and review (including my personal tasting notes) the world's newest premium non-Cuban cigars each fall for Robb Report's annual Host's Guide publication (Cuban cigars are not covered by Robb Report as they cannot legally be sold in the United States). I am also a regular contributor to the robbreport.com website, where I write about cigars and related topics, including cigar accessories. I also regularly contribute articles about cigars to other publications and have been frequently interviewed by reporters seeking information on the current cigar scene in America. See Annex C.

11. I am the author of a number of books, which are listed in Annex D. Among these are The Ultimate Cigar Book, widely acknowledged as the most authoritative book on the subject of cigars in the English language. I spent four years in researching and writing the book. Since its first publication in 1993, The Ultimate Cigar Book has gone through numerous printings and three editions – all of which completely sold out (totaling approximately 45,000 copies). In 2015, due to ongoing demand from the public (primarily consumer cigar smokers), I updated The Ultimate Cigar Book as a new fourth edition (publisher: Skyhorse Publishing, New York), which sold out of its first printing in less than a year. In 2016 the fourth edition of this book went into a second printing, which again sold out within a year's time. In 2017 The Ultimate Cigar Book went

into its third printing of the fourth edition in less than two years. Currently, the book is in its fourth printing of the fourth edition, with 28,150 copies of the fourth edition sold to date.

12. During my cigar writing career I have visited all of the major cigar making countries, including Cuba, the Dominican Republic, Honduras, and Nicaragua. I have been to the factories in these countries and visited many of the fields where the tobaccos are grown. In addition, as a longtime cigar smoker and reviewer, I have smoked and am very familiar with the cigars made in all of these countries, including Cuba.

13. Because I will use the term “premium cigars” throughout this declaration, it is important at the outset to explain how that term is used in the U.S. cigar market (and indeed, worldwide) and understood by consumers. A premium cigar is made of all-natural tobacco leaf, which may have been aged or fermented, but is not typically flavored or altered with additives. A cigar is constructed in three primary parts, which are all made from leaves of tobacco. The “filler”, which comprises most of the tobacco in the cigar, is at the cigar’s center. The leaves are bound together with “binder” tobacco, and then the entirety is wrapped in a single tobacco leaf, often using a different variety of tobacco from the binder and filler.

14. Most importantly, premium cigars are hand-rolled. Premium cigars typically use select whole long leaf tobacco to create a particular flavor, while machine-made cigars often use short-leaf or chopped tobacco as filler, often with additives and/or artificial flavoring added.

15. In my work as a professional lifestyle writer and cigar expert, I have met and spoken with consumer cigar smokers on a regular basis, including at dinners, visiting tobacco shops, and other social encounters. In addition, I have often been hired as a keynote speaker on the subject of cigars and cigar smoking at consumer events, including seminars given at Ritz-Carlton Resorts; Laguna Niguel, CA; Ritz-Carlton Resorts, St. Louis, Missouri; the Los Angeles Athletic Club, Los

Angeles, CA; the Balboa Bay Club in Newport Beach, CA; and Blancpain Watches nationwide. At the end of these seminars I have usually conducted a question and answer session with the consumer attendees, and answer their questions about cigars – such as what is a maduro, how to properly relight a cigar that has gone out, and are Cuban cigars better than non-Cuban cigars.

16. In writing my book and many articles on cigars to educate the cigar-smoking public, I often discuss the attitudes and beliefs of U.S. cigar smokers. My knowledge of those attitudes and beliefs comes from the discussions mentioned in the preceding paragraphs, my recollection of personal encounters with cigar consumers over the last three decades, and the statements and questions I have heard from those consumers.

17. I cannot recall a single instance in the last fifteen years at such events in which a cigar smoker asked me a question or made a comment indicating that he or she was confusing the Cohiba cigar made by General Cigar with the Cohiba cigar made in Cuba.

18. In forming the conclusions set forth in this declaration, I have relied on my own observations and experiences accumulated in over 30 years as a cigar expert, which include: my frequent personal interactions and discussions with consumer cigar smokers and retail tobacconists at seminars and industry events; the extensive research I performed in connection with my book *The Ultimate Cigar Book*, and the additional extensive research I performed in writing the recently-published fourth edition of this book; my review of reliable industry and trade publications such as Smokeshop Magazine, Tobacco International Magazine, and Tobacconist Magazine and reliable Internet cigar commentary; my personal experience in reviewing hundreds of brands of cigars; and pertinent news stories that pertain to the tobacco industry.

19. In addition, as part of my work on this project. I have familiarized myself with important elements of the prior litigation between Cubatabaco and General Cigar, which I

understand took place in federal court. In particular, I reviewed the following filings from the prior litigation:

- a. Defendant's Proposed Findings Of Fact and Conclusions of Law
- b. Report of Dr. Itamar Simonson, dated November 7, 2002
- c. Report of Alan Siegel
- d. Report Of Alvin Ossip On Significance Of Information In Market Research Related Files Furnished By General Cigar And Third Parties With Respect To Certain Issues Concerning Cohiba
- e. A Study To Measure Awareness Of Cohiba Cigars And Source Confusion Between These Cigars And General Cigars Co. Inc. Cohiba Cigars
- f. Plaintiff's Post-Trial Proposed Findings Of Fact And Conclusions Of Law (Corrected Copy).

20. In my opinion, these documents from the prior litigation, which speak about the U.S. cigar market from 1992 to 2002, are outdated and no longer have any value in assessing whether, as of today, General Cigar's U.S. use of its COHIBA mark presents a likelihood of confusion among U.S. premium cigar smokers. As I will explain below, today's U.S. cigar consumer is faced with a marketplace, and sources of information, that are very different from the information available at the beginning of the century.

21. In particular, the Internet has vastly grown as an instant source of information to consumers, and the wide possession of smartphones puts the power of the Internet at the fingertips of consumers wherever they are located. Today's cigar smokers and potential cigar smokers are much more sophisticated and informed than those of 1992 or 2002 regarding the origin and quality of premium cigars, particularly when they are considering making a purchase of cigars.

22. Both before and after 2002, I have met with and spoken with many hundreds of cigar smokers at events such as those described above. Through these interactions I have learned that consumers are much better informed about cigars than they were in 2002. As a result, their questions about premium cigars are often more detailed, such as asking about the growing seasons of tobacco and knowing which part of a tobacco plant produces the heaviest flavors.

23. From my experience, I have concluded that the potential purchaser of premium cigars is far better informed and more sophisticated about the origin and nature of premium cigars than the consumer of 18 or 20 years ago was, and particularly about the General Cigar Cohiba cigar. Indeed, they have every incentive to be well-informed. As of 2017, the General Cigar Cohiba retailed from \$7.20 to \$23.00 per cigar, depending on size and brand, and that is before taxes. The General Cigar Cohiba is not a random or casual purchase by a cigar smoker; to buy one requires a substantial outlay. Smokers who choose to buy General Cigar Cohibas are making a monetary commitment to a product that symbolizes a luxury lifestyle. The U.S. smoker who is contemplating buying a General Cigar Cohiba has available a wealth of information, showing the specific details of the cigar (as well as of other premium cigars that might instead be bought), including the country where the tobacco is grown, where the cigar is made, the type of tobacco, and the strength of the cigar, before making a decision to buy.

24. From my experience, U.S. premium cigar smokers are constantly updating their information about cigars that are available or entering the U.S. market. I have seen many checking their smartphones to verify a cigar's price, availability and country of origin from merchant websites and blogs. There are also a range of cigar apps made available by developers which are another source of available information. This situation is very similar to how consumers of fine wines in the U.S. gather information about prices, varietals, country of origin, and so forth.

25. I have visited many tobacconists and cigar lounges where premium cigar smokers frequently purchase and gather to smoke and discuss cigars (among other reasons, because cigar smoking is prohibited in many locations, while many such cigar stores and all cigar lounges provide a permitted place to smoke cigars). I see those consumers seeking and exchanging specific information about brands and types of cigars. I am also aware that when consumers search for a specific cigar by brand name on Google, the information that comes up in top search results are statements about the country of origin of the cigar, the wrapper, binder and filler tobaccos in a specific cigar, the price of the cigar, and often an image of the banded cigar itself, usually from popular Internet cigar merchant websites such as jrcigars.com, famous-smoke.com, and thompsoncigars.com.

26. One very important fact in the cigar market, which in my experience is known to even potential smokers of premium cigars, is that the U.S. embargo against Cuba, which has been in place for close to sixty years, prohibits the commercial importation or sale of Cuban cigars in the U.S. The embargo and prohibition on sales of Cuban cigars is discussed at length in my book *The Ultimate Cigar Book* and is widely mentioned on Internet websites and blogs devoted to cigars. U.S. premium cigar consumers therefore know that if they are buying a Cohiba cigar from a U.S. seller, it is not a Cuban cigar. U.S. consumers are interested in Cuban cigars, to be sure, but this is largely because such cigars are “forbidden fruit.”

27. Although the U.S. government relaxed some rules regarding Cuban travel during the last year of the Obama administration, there was no change in the complete ban on commercial importation and sales of Cuban cigars. I spoke to many tobacconists at that time (as I do regularly for my work), who told me that some customers were then inquiring if they could buy Cuban cigars in the U.S. The tobacconists told me that they would always tell the customers that Cuban cigars

cannot be sold in the U.S. Customers would sometimes then ask what was on sale that was similar to a Cuban cigar in flavor or strength, and the tobacconists would recommend non-Cuban cigars in their inventory.

28. From my thousands of interactions with both cigar smokers and tobacconists, I have concluded that today, potential and actual smokers of premium cigars are aware that they cannot legally obtain Cuban cigars, including the Cuban Cohiba cigar, in the U.S. They are also aware that the Cohiba cigars made by General Cigar and sold in the U.S. is completely different and unconnected to the Cuban cigar, because they can buy the former but not the latter.

29. Publications read by actual and potential cigar smokers also specifically point out the differences between the General Cigar Cohiba and the Cuban Cohiba. In my book, *The Ultimate Cigar Book*, which lists all the available cigar brands in the world at the time of its last update, I have two separate entries, one for “Cohiba (Cuba),” and one for “Cohiba (Dominican Republic/Nicaragua),” with different descriptions as to the origins of these two different cigars. Another example is found at Business Insider, website <https://www.businessinsider.com/how-to-tell-if-your-cojiba-is-from-cuba-and-other-cigar-picking-wisdom-2012-4>, which notes that “Cohiba is the Cuban brand of cigar, illegal in the United States (that we knew). There is another Cohiba you can get here legally, but it's made in the Dominican Republic — those have red dots on them.” A copy of this article is attached as Annex E.

30. Another point contributing to the consumer’s awareness that the Cohiba made by General Cigar and sold in the U.S. is a different cigar from the Cuban cigar is the appearance of the cigar bands and boxes of the two cigars – they are distinctly different. On both the band and box of General Cigar Cohiba cigars, the center of the “O” in COHIBA is filled in by a red dot. They also contain a legend indicating that the cigar is made in either the Dominican Republic or

Nicaragua. The Cuban cigar band, in contrast, has “Habana” or “La Habana” (i.e., Havana) and no red dot in COHIBA. Photos of the differing bands are shown at Annex F. The cigar box designs are also very different, as shown in the photo comparison at Annex G. The band and/or the box of the General Cigar Cohiba is also seen by U.S. consumers in many cigar reviews as well as magazine and on-line advertisements.

31. As mentioned above, there are many more sources of information about cigars available to U.S. cigar consumers today than there was in 2000, when Cubatabaco and General Cigar were litigating in federal court. It is my observation that today cigar smokers often consult Google or another Internet source on their smartphones for cigar reviews before purchasing a new cigar at a store or online, and the cigar’s countries of origin (for tobaccos) and country of manufacture are invariably provided in reviews as well as on cigar merchants’ websites. Where the consumer is thinking about buying the General Cigar Cohiba, they will always know in advance – from Internet information, from the origin information put on cigar labels and boxes, and from the generally known fact that the embargo prohibits sale of Cuban cigars in the U.S. – that they are buying a non-Cuban cigar, not the Cohiba produced in Cuba.

32. It is therefore my conclusion that today there is no appreciable confusion among potential and actual U.S. consumers of premium cigars of the General Cigar Cohiba cigar – the only one that can be bought in the U.S. – with the Cuban Cohiba cigar. Today’s smokers know that the cigars come not only from different countries, but also from different and unrelated manufacturers. The United States consumer, before spending a substantial sum for a General Cigar Cohiba, knows that he or she is buying a premium cigar that is not connected with the Cohiba sold in other countries.

32. It is therefore my conclusion that today there is no appreciable confusion among potential and actual U.S. consumers of premium cigars of the General Cigar Cohiba cigar – the only one that can be bought in the U.S. – with the Cuban Cohiba cigar. Today's smokers know that the cigars come not only from different countries, but also from different and unrelated manufacturers. The United States consumer, before spending a substantial sum for a General Cigar Cohiba, knows that he or she is buying a premium cigar that is not connected with the Cohiba sold in other countries.

I declare under penalty of perjury that the foregoing is true and correct. Executed on September 25, 2020.



RICHARD CARLETON HACKER

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
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In the matter of Trademark Registration No. 1147309

For the mark COHIBA

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**Richard Carleton Hacker
Annex A**

Richard Carleton Hacker is one of the world's foremost authorities on the subjects of cigars and cigar smoking. He is the author of twelve books, including *The Ultimate Cigar Book*, now in the second printing of its fourth edition and the book that is generally credited with having helped start the cigar boom back in the early 1990s, when it was first published. In addition, he is a Senior Contributing Editor for *The Robb Report*, America's leading luxury lifestyle magazine, and is a contributing writer on cigars for other national and international publications. Mr. Hacker has written hundreds of articles on the topic for additional publications in the United States and Europe. He has been knighted in Germany by the *Internationales Tabakskollegium* for his extensive and dedicated writings about tobacco.

He is personally acquainted with all of the major cigar-making companies throughout the world, as well as many of the smaller manufacturers and cigar-making families. Mr. Hacker has personally visited and studied cigar factories and tobacco farms in every major geographic area, including Cuba, the Dominican Republic, Honduras, Nicaragua, and Europe. He currently maintains cigars in a number of humidors and keeps detailed tasting notes on hundreds of cigar brands from all of the major tobacco-producing regions of the world. Mr. Hacker also collects cigar memorabilia, including cigar boxes, labels and cutters.

In 1975, Mr. Hacker became the marketing and public relations consultant for *Tinder Box International, Ltd.* Since, he has served as a cigar consultant for both corporations and individuals. He is also has been a popular keynote speaker at cigar night "smokers." In addition, Mr. Hacker has been the subject of numerous radio, television, newspaper, and

magazine interviews. He is recognized as an international spokesman of the cigar industry.¹

RELEVANT PROFESSIONAL EXPERIENCE

- 1975 Marketing and Public Relations Director of Tinder Box International, Ltd.
- 1995 Senior Contributor of the Robb Report.

¹ *As one of the world's foremost writers on the pleasures of tobacco, Richard Carleton Hacker has long been known as the "cigar czar."* – Los Angeles Times: "Cigar Czar" Knighted by German Town
http://articles.latimes.com/1995-02-10/local/me-30570_1_cigar-czar

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**Richard Carleton Hacker
Annex B**

Author of cigar-related articles printed in consumer publications including:

- Playboy Magazine
- Smoke Magazine
- Smokeshop Magazine
- The Tasting Panel
- Robb Report Magazine
- Robb Report Host's Guide
- Caviar Affair Magazine
- Collection Magazine
- European Cigar Cult Journal
- Safari Magazine
- Quarterly Review of Wines 2007
- Drinks Magazine
- Indulge Magazine

Author of cigar-related articles printed in online consumer publications including:

- robbreport.com
- RobbVices
- cigarworld.com

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**Richard Carleton Hacker
Annex C**

MENTIONS OR FEATURES IN PUBLICATIONS:

- Luxe Beat Exclusive: Interview with “Cigar Czar” Richard Carleton Hacker
luxebatmag.com/luxe-beat-exclusive-interview-cigar-czar-richard-carleton-hacker/
- Author of top-rated cigar book on Amazon.com
<https://www.amazon.com/Ultimate-Cigar-Book-4th/dp/1632206579>
- Los Angeles Times: “Cigar Czar” Knighted by German Town
http://articles.latimes.com/1995-02-10/local/me-30570_1_cigar-czar
- Los Angeles Times article, quoted in The Vice That Binds
http://articles.latimes.com/1994-08-12/news/va-26509_1_premium-cigar
- Profiled in Los Angeles Times Article: “Smoke Gets In His Buys”
http://articles.latimes.com/1994-08-12/news/va-26509_1_premium-cigar

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Richard Carleton Hacker
Annex D

BOOKS AUTHORED:

- The Muzzleloading Hunter, Winchester Press, 1981;
- The Ultimate Pipe Book, Autumngold Publishing, 1984 (First U.S. Edition);
- The Christmas Pipe, Autumngold Publishing, 1986;
- The Ultimate Pipe Book, Souvenir Press, 1988 (First British Edition);
- The Muzzleloading Hunter, Outdoor Life Press, 1988;
- The Ultimate Pipe Book, Autumngold Publishing, 1989 (Second U.S. Edition);
- Die Kunst Pfeife zu rauchen, Wilhelm Heyne Verlag, 1991 (First German Edition);
- The Ultimate Cigar Book, Autumngold Publishing, 1993 (First U.S. Edition);
- Die Welt der Zigarre, Wilhelm Heyne Verlag, 1995 (First German Edition);
- The Ultimate Pipe Book, Andre Deutsch, 1995 (Second British Edition);
- The Ultimate Cigar Book, Autumngold Publishing, 1996 (Second U.S. Edition);
- Rare Smoke - The Ultimate Guide To Pipe Collecting, Autumngold Publishing, 1999;
- The Ultimate Cigar Book, Autumngold Publishing, 2000 (Third U.S. Edition);
- Das Handbuch des Pfeifenrauchers, Wilhelm Heyne Verlag, 2000 (First German Edition);
- Pipesmoking - A 21st Century Guide, Autumngold Publishing, 2000;

- Die Welt der Zigarre, Collection Rolf Heyne, 2001 (Second German Edition);
- The Ultimate Cigar Book, Skyhorse Publishing, 2015, Fourth U.S. Edition

VIDEOS:

- The Ultimate Pipe Video (Premiere Edition), 1987;
- The Ultimate Pipe Video (Collector's Edition), 1987

AUDIO TAPES:

- CigarQuest-Conversations In Smoke, 1997

SPEECHES:

- Ritz-Carlton Resorts (Laguna Niguel, CA; St. Louis, Missouri)
- Blancpain Watches
- Alfred Dunhill, Ltd.
- Balboa Bay Club, Newport Beach, CA
- Los Angeles Athletic Club, Los Angeles, CA

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| | : | |
| Petitioner, | : | |
| | : | Cancellation No. 92025859 |
| v. | : | |
| | : | |
| GENERAL CIGAR CO., INC., | : | |
| | : | |
| Respondent. | : | |
| | : | |
| ----- | X | |

Richard Carleton Hacker
Annex E



HOME > FINANCE

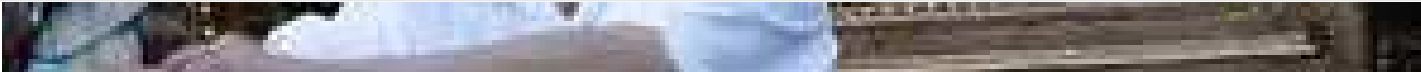
How To Tell If Your Cohiba Is From Cuba And Other Cigar Picking Wisdom

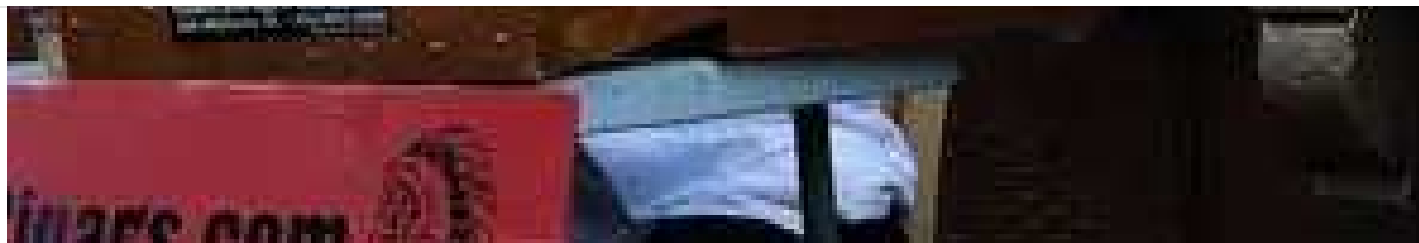
Linette Lopez Apr 25, 2012, 1:17 PM



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flickr: Paul S

Last night, Clusterstock headed to the newly renovated Merchants Cigar bar to see if it was as good as rumored ([It was, but that's in another post](#)).

Being the industrious journalists we are, we learned a little something about cigars from manager Steve Rudemyer while we were there.

Here are the bullets:

- Cohiba is the Cuban brand of cigar, illegal in the United States (that we knew). There is another Cohiba you can get here legally, but it's made in the Dominican

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- Why are Cohiba's so good? It's about the hand rolling, of course, and the leaves inside the cigar. Cohiba hand picks the least veiny, most flavorful leaves. If you're a



- There are cigars for ladies who want something lighter — a Romero y Juliet or a Tatiana Vanilla.
- If you're looking to impress someone at a cigar bar but don't know your stuff that well, go for an Ashton Churchill, named for the famous cigar aficionado and British Prime Minister, Winston Churchill. Warning: That cigar will take an hour to finish.

Now go forth and light up.

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

| | | |
|-----------------------------------|---|---------------------------|
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| Respondent. | : | |
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| ----- | X | |

**Richard Carleton Hacker
Annex F**

Cohiba Red Dot Band



Cohiba Linea Clasica Band



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Trademark Registration No. 1147309

For the mark COHIBA

Date registered: February 17, 1981

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**Richard Carleton Hacker
Annex G**

Cohiba Red Dot Box



Cohiba Linea Clasica Box

